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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/006,874	11/14/2001	Michael A. Plotnick	T738-10	5480
27832 7590 09/25/2007 TECHNOLOGY, PATENTS AND LICENSING, INC./PRIME 2003 SOUTH EASTON RD SUITE 208 DOYLESTOWN, PA 18901			EXAMINER NGUYEN, HUY THANH	
			ART UNIT 2621	PAPER NUMBER
			MAIL DATE 09/25/2007	DELIVERY MODE PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

DETAILED ACTION

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

2. Claims 1-2, 20-27, 29-34, 36-56, 59-68, 110-113 and 118-121 are rejected under 35 U.S.C. 103(a) as being unpatentable over Unger (6,909,837) in view of Slezak (6,006,257).

Regarding claims 1, 32-34, 36 and 63-68. Unger discloses an apparatus and a method for displaying an alternative advertisement to a subscriber during a trick-play event, the apparatus and method comprising:
detecting the trick-play event during playback of a recorded advertisement; and

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displaying the alternative advertisement to the subscriber and returning displaying the recorded programming at the end of the advertisement (Fig. 1-4, column 2, lines 45-60).

Unger fails to teaches a control means for ignoring the termination of trick play event mode during the recorded advertisement portion being viewed

Slezak teaches an apparatus comprise a control means for controlling viewing a portion of program until the end of the portion by ignoring a termination of a current mode during viewing the portion input by a user (column 9, lines 37-56, Fig. 7).

It would have been obvious to one of ordinary skill in the art to modify Unger with Slezak by providing Unger with a control means as taught by Slezak for detecting an end of a trick play event and continuing the trick play of the recorded advertisement until the end of the recorded advertisement thereby enhancing the capacity of the apparatus of Unger in order to force a viewer to view a certain portion of the program .

Regarding claim 2, Unger further teaches the method of claim 1, wherein said displaying includes displaying the alternative advertisement instead of the recorded advertisement (column 2, lines 45-60).

Regarding claim 20, Unger further teaches , wherein said detecting includes detecting an initiation of the trick play event (fast forward) during playback of the recorded advertisement (column 7, lines 1-23).

Regarding claim 21, Unger further teaches the method of claim 1, wherein said detecting includes detecting a start of a recorded advertisement during the trick play event (column 7, lines 1-23, Fig. 4) .

Regarding claim 22, Unger further teaches the method of claim 1, further comprising detecting an end of the recorded advertisement; and stopping the display of the alternative advertisement (column 7, lines 23-31).

Regarding claim 23, Unger further teaches the method of claim 22, further comprising displaying recorded programming in trick play mode (column 7, lines 23-31).

Regarding claim 24, Unger further teaches the method of claim 22, further comprising determining that another recorded advertisement is in trick play mode; determining that there is an associated alternative advertisement therefore; and displaying the associated alternative advertisement (column 7, lines 1-23, Fig. 4).

Regarding claim 25, Unger further teaches the method of claim 1, further comprising detecting a start of a second recorded advertisement during the trick play event; and displaying a second alternative advertisement associated with the second recorded advertisement (column 7, lines 1-23) .

Regarding claim 26, Unger further teaches the method of claim 1, further comprising detecting an end of the trick play event; stopping the display of the alternative advertisement (column 7, lines 20-31).

Regarding claim 27, Unger further teaches the method of claim 26, further comprising displaying recorded programming (column 7, lines 23-32).

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Regarding claim 29, Unger further teaches the method of claim 1, further comprising determining point in recorded advertisement that the trick play event occurs (user input trick play) .

Regarding claims 30 ,31 and 32, Unger further teaches the method of claim 29, wherein said displaying includes displaying the alternative advertisement if a determination is made that the trick play event occurs within a predefined period from a start of the recorded advertisement (column 5, column 7, line 5-30, the user can set a period from the start of the recorded advertisement to input a trick play or fast forward mode for the recorded advertisement .

Regarding claim 36, Unger further teaches the method of claim 29, further comprising modifying the alternative advertisement based on said determining. (column 6, lines 1-10)

Regarding claim 37, Unger further teaches the alternative advertisement is related to the recorded advertisement (column 5, lines 40-60, column 6, line 1-10)

Regarding claim 38, Unger further teaches the method of claim 1, wherein the alternative advertisement is approximately an amount of time equal to time associated with fast forwarding through the recorded advertisement (columns 5-6) .

Regarding claim 39, Unger further teaches the method of claim 37, wherein the alternative advertisement (message) is a separately produced advertisement (column 5, lines 45-69, Fig. 4).

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Regarding claim 40, Unger further teaches the method of claim 37, wherein the alternative advertisement is derived from the recorded advertisement (Fig. 4, column 6, lines 1-10 column 7, lines 1-23).

Regarding claims 41 and 119, Unger further teaches the method of claim 40, wherein the alternative advertisement is derived by applying processing rules to the recorded advertisement (column 5, lines 47-60, column 6, lines 1-10, column 7, lines 30-56).

Regarding claims 42 ,43,113, Unger further teaches the method of claim 41, wherein the processing rules are specific to the recorded advertisement(column 6, lines 1-10, column 7, lines 30-56)..

Regarding claims 44 ,112 and 121, Unger further teaches the method of claim 41, wherein the processing rules are generic (column 5, lines 43-60).

Regarding claim 45, Unger further teaches the method of claim 41, wherein the alternative advertisement is a still image from the recorded advertisement (column 6, lines 1-10, column 7, lines 1-23).

Regarding claim 46, Unger further teaches the method of claim 41, wherein the alternative advertisement is a series of still images from the recorded advertisement (column 6, lines 1-10, column 7, lines 15-56).

Regarding claim 47, Unger further teaches the alternative advertisement is a video segment from the recorded advertisement (column 7, lines 15-56).

Regarding claims 48, Unger further teaches the method of claim 41, wherein the alternative advertisement is a series of video segments from the recorded advertisement(column 7, lines 15-56).

Regarding claim 49, Unger further teaches the method of claim 41, wherein the alternative advertisement is a combination of still images and video segments from the recorded advertisement(column 7, lines 15-56).

Regarding claim 50, Unger further teaches the method of claim 41, wherein the alternative advertisement is a portion of the recorded advertisement with computer generated graphics added thereto (column 5, lines 50-60).

Regarding claims 51 and 111, 120, Unger further teaches the method of claim 1, wherein the alternative advertisement is related to more than one recorded advertisement (column 7, lines 1-23, Fig. 4).

Regarding claim 52, Unger further teaches the method of claim 51, wherein the alternative advertisement is displayed during a trick play event for the more than one recorded advertisement (column 7, lines 1-23, Fig. 4).

Regarding claims 53,110 and 118, Unger further teaches the method of claim 1, wherein the alternative advertisement is not related to the recorded advertisement (column 7, lines 1-23, Fig. 4).

Regarding claim 54, Unger further teaches the method of claim 1, wherein trick play events include fast forwarding, skipping, rewinding, and pausing (Abstract, column 5).

Regarding claim 56, Unger further teaches the system of claim 55, wherein said means for displaying displays the alternative advertisement instead of the fast forwarding recorded advertisement (column 5).

Regarding claim 59, Unger further teaches the system of claim 55, wherein said means for detecting detects a start of a recorded advertisement during the fast forward event (Fig. 4, column 7, lines 1-15).

3. Claims 3,4,7-14,17-19 and 57-58 are rejected under 35 U.S.C. 103(a) as being unpatentable over Unger (6,909,837) in view of Slezak (6,006,257) as applied to claims 1 and 63 above further in view of Hakamada et al (4,845,564).

Regarding claims 3 and 57-58, Unger further teaches receiving the advertisement, recording the advertisement, reproduced the advertisement and displaying the received and recorded advertisement but fails to specifically teach superimposing the alternative advertisement the recorded advertisement.

Hakamada teaches a recoding and reproducing system having a superimposing means for superimposing an alternative video signal with a recorded signal or the received video signal with the recorded video signal (Figs. 3, column 6, lines 25-65). Further Hakamada teaches the receiving advertisement and recorded advertisement from a broadcast signal.

It would have been obvious to one of ordinary skill in the art to modify Unger with Hakamada by providing the Unger with a superimposing means as taught by Hakamada for receiving alternative advertisement and recorded advertisement and

superimposing the alternate advertisement and recorded advertisement thereby enhancing the capacity of the apparatus of Unger in displaying the advertisement .

Regarding claim 4, Unger as modified with Hakamada further teaches the method of claim 3, wherein the superimposed alternative advertisement covers a portion of the recorded advertisement (Fig. 3).

Regarding claims 7,8,9 and 17 , Unger as modified with Hakamada further teaches the method of claim 3, wherein at least some subset of video features associated with the superimposed alternative advertisement are adjustable since Hakamada teaches the video signal is color signal and adjusting contrast, tint or bright an hue are features included in a color TV.

Regarding claim 10, Unger as modified with Hakamada further teaches the method of claim 3, wherein at least some subset of video features associated with the superimposed alternative advertisement are different from a corresponding subset of the video features associated with the recorded advertisement since Unger and Hakamada teaches receiving the advertisement can be superimpose to the recorded advertisement (Fig. 3)

Regarding claims 11 and 12, Unger as modified with Hakamada further teaches the method of claim 10, wherein the superimposed alternative advertisement is more distinct than the recorded advertisement or the recorded advertisement is more distinct than the superimposed alternative advertisement by selectively displaying the

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alternative advertisement or recorded advertisement in larger area of the display (Fig. 3) .

Regarding claims 13,14,18-19 , Unger as modified with Hakamada further teaches said displaying includes superimposing the alternative advertisement over the recorded advertisement (Fig.3) .

4. Claims 5 , 6 ,15 and 16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Unger in view of Hakamada et al (4,845,564) as applied to claim 1-3 and 14 above, further in view of Canfield et al (5,031,044)

Regarding claims 5,6,15 and 16, Unger as modified with Hakamada fails to teach the size and location of superimposed alternative advertisement or recorded advertisement are adjustable .

Canfield teaches an apparatus having control means for generating superimposed picture with a picture and the size and location of the superimposed picture is adjustable (column 1, line 30 to column 2 line 35, Figs. 2-4). It would have been obvious to one of ordinary skill in the art to modify Unger as modified with Hakamada by providing the apparatus of Unger as modified with Hakamada with a control means as taught by Canfield for receiving the recorded advertisement and superimposed advertisement as taught by Canfield to changing the size or location of

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the superimposed advertisement thereby enhancing the capacity of the apparatus of Unger for selecting displaying of the advertisements .

Response to Arguments

5. Applicant's arguments filed 11 June 2007 have been fully considered but they are not persuasive.

Applicant argues that the Slezak does not teach ignoring the ending of playback event . In response, the examiner disagrees. Slezak teaches that during displaying a must view program, the system will ignore a changing viewing operation that interrupts the display of the must view program and continuously display the must view program until the end of the must view program is reached and the whole must view program is completely is displayed and watched the viewer. It is clear that Slezak teaches ignoring changing a viewing operation that effect the viewing a certain pram . . Further , It is noted that the concept that forces a viewer to watch a unwanted program or must view program is well known in the art and that will motivate a practitioner n the art to modify the system of Unger apparatus by using instruction or program codes with the system of the apparatus of Unger to ignore the end of trickplay event mode input by the user during displaying an alternative advertisement within the period of the recorded advertisement.

Conclusion

6. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

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A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.


Any inquiry concerning this communication or earlier communications from the examiner should be directed to HUY T. NGUYEN whose telephone number is (571) 272-7378. The examiner can normally be reached on 8:30AM -6:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John W. Miller can be reached on (571) 272-7353. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

H.N


HUY NGUYEN
PRIMARY EXAMINER